

ATTACHMENT C

Virginia Slims Music Program Timeline (4/10/96)

March 1996

3/1 - 4/1 Source Producer

April 1996

4/1 Brief to agency on logo design and look
4/1 Negotiate and contract with Eva LaRue
4/1-5/15 Source/negotiate musicians (1st EP)
4/1-5/17 Source music
4/1-5/3 Contract Producer
4/18 Eva's contract signed
4/23-5/31 Source/negotiate video production
4/26-7/15 **Source/negotiate 2nd artist**

May 1996

5/1 Decision on CD packaging style
5/1 Program brainstorming meeting
5/1 Trade Marketing brief markets on event
5/6 Meet w/Research to develop program evaluation plan
5/8-5/17 Rehearse/programming
5/13 Program logo comp from Burnett
5/20-7/1 Record Eva EP
5/20 Song titles chosen
5/20 CD cover and video cover brief to Burnett
5/20 Burnett present final comps of logo and look
5/15 EMCI to send out bids for mfg. plant
5/27 Enter program into PMCS
5/27 Consumer research on program & logo

June 1996

6/3 Send Bar Night bid out
6/11-21 Pre-production for video
6/17 "Look & CD cover comps due
6/17 Redemption forecasts due
6/17 Review mfg. bids and choose vendor
6/22-27 Video shoot
6/28-7/19 Post-production for video

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July 1996

7/1-7/11 Mix Eva EP
7/1-15 Mix dance single
7/1 Retail brief to Burnett
7/1 Video package brief to Burnett
7/1 Media plan brief to Burnett
7/1 Fulfillment input on program set-up
7/1 Choose vendor for bar nights
7/11-15 Master Eva EP
7/15 Final "Look" approved
7/15 CD Cover & Logo design (A/K) due
7/15-8/15 Album manufacturing and shipping

August 1996

8/5 Green sheets to Fulfillment
8/5 Input from TM on TSM letter
8/5 Permanent POS & bar night material concepts due
8/5 Retail packaging comp due
8/5 Video packaging comp due
8/19 Media plan & budget due
8/26 Retail incentive packaging due
8/26 Direct Mail brief to Burnett

September 1996

9/2 TSM letter brief due
9/2 Media investigate merchandising opportunities
9/2 Source P.R. Agency
9/2 Comps for Retail POS due
9/9 RVP approval of February promotion
9/9 Permanent POS/Neon (A/K) due
9/16 Retail packaging (A/K) due
9/16 Video packaging (A&K) due
9/23 Direct Mail comp due
9/23 Retail sell card (A/K) due
9/23 Lighter design due
9/30 Press kit cover (A/K) due

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October 1996

10/1 P. R. Agency on board
10/1 Final CD product due including packaging
10/1 Print brief due
10/14 Retail POS (A/K) due
10/14 Pin design due
10/10-12/16 Source Producer of 2nd EP
10/21 Club poster, table tents, banners (A/K) due
10/28 T Shirt design due (A/K)

November 1996

11/4 Creative brief on 2nd EP to Burnett
11/4 Begin site-checks for club nights
11/4 Print comps due
11/4 Develop database reporting for program
11/15 Direct Mail (A/K) due
11/15 All retail materials due at Madden
11/15 Review all program creative elements with team

December 1996

12/2 Print (A/K) due
12/2 Pre direct mail research
12/2 Info. on music program due to Fulfillment
12/16 2nd EP look comp due
12/16 Drop TSM letter
12/16 Consumer Affairs and operator training
12/16- 1/24 Source Music for 2nd EP
12/16-1/17 Negotiate and contract producer (2nd EP)
12/16-1/17 Source and contract musicians (2nd EP)
12/30 Final comps on 2nd EP look

January 1997

1/6 Consumer research on 2nd EP look
1/6-4/4 Promote video in clubs
1/6-4/4 Promote Eva dance single in clubs
1/6-2/20 Source/negotiate video producer
1/16-1/24 Rehearsal/Programming 2nd EP
1/16 All clubs confirmed
1/27-2/28 Record 2nd EP

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February 1997

2/1 EVA CD at retail
2/3 Print issue date
2/3 2nd EP cover and video brief to Burnett
2/14-3/3 Pre-production 2nd artist video
2/17 Club night ROP due
2/17 Direct Mail drop
2/24 Enter program into PMCS (2nd retail promotion)

March 1997

3/1-31 Club Nights/Showcase tour
3/3 Begin consumer research
3/3 Cover design 2nd EP and video packaging comps due
3/3-3/14 Mix 2nd EP
3/4-13 Shoot 2nd artist video
3/14-28 Post-production 2nd artist video
3/17-3/28 Mix 2nd EP dance single
3/17-3/28 Master 2nd EP
3/17 Retail brief 2nd EP due

April 1997

4/1-5/1 Manufacture 2nd EP
4/1-4/30 Club Nights/Showcase tour
4/1 Post direct mail research
4/1 2nd EP cover and video packaging (A/K) due
4/1 Green sheets to Fulfillment (2nd promotion)
4/14 Retail packaging comps 2nd EP due
4/14 Video Packaging 2nd artist design due
4/30 Initial name generation report

May 1997

5/5 Media brief 2nd EP due to Burnett
5/5 Direct Mail brief 2nd EP due to Burnett
5/19 Retail packaging 2nd EP (A/K) due
5/19 RVP approval of October promotion
5/26 Retail Sell Card due
5/26 Media Plan 2nd EP due
5/26 Retail sell card due
5/26 Final name generation report

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June 1997

6/2 Direct Mail 2nd EP comp due
6/16 Print comps due
6/16 Retail POS (A/K) due
6/16 Review 2nd program creative elements with team

July 1997

7/1 All retail materials (2nd promotion) due at Madden
7/1 Retail packaging 2nd EP due
7/7 Direct Mail 2nd EP (A/K) due
7/7 Print 2nd EP (A/K) due
7/7 Retail sell card 2nd EP (A/K) due
7/7-10/1 Promotion of 2nd EP dance single
7/7-10/1 Promotion of 2nd artist video in clubs
7/8 Print 2nd EP

September 1997

9/1 Showcase ROP 2nd artist due
9/1 Consumer Affairs operator training

October 1997

10/1 2nd EP at Retail
10/1 2nd EP print issue date
10/1 2nd EP Direct Mail drop
10/15-11/22 2nd artist Showcase Tour

November 1997

11/29 Initial name generation report

December 1997

12/28 Final name generation report

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